

Название публикации:

The impact of the company's patents on the value of its brand

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Аннотация:

The approach to assessing the impact of the number of effective patents on inventions registered by the company on the value of its brand is considered in this paper. In current conditions of turbulent economic development, the issue of value of the objects of intellectual property created by the company is often raised, since the value of such an object can be higher than the funds contributed to the charter capital. For high-tech companies, this imbalance can persist in the maturity stage. All these parameters define the relevance of the research. In the paper, statistical analysis of the ten most expensive companies in the world is performed, and a model of links between the value of the company and the number of intellectual property objects is built, that has revealed the independence of the brand value of the company. Based on the received economic and mathematical parameters, created on the basis of statistical data, the conclusions have been generated. © The Authors, published by EDP Sciences, 2018.

Ключевые слова:

Brand values, Economic development, High tech companies, Mathematical parameters, Maturity stages, Statistical datas